

Ten Tips for Successful Internal Marketing

- 1. Get people's attention through different mediums use your company's Intranet or Web site, post information on bulletin boards, distribute brochures and e-mails, and hang posters.
- 2. Use the stick and carrot approach tie the bad message (rising parking costs) with the good alternative (carpool to save money!).
- 3. Make your program feel visible and important.
- 4. Know your audience inside and out and be able to address their questions or concerns.
- 5. Keep information in a central physical area or kiosk where people can grab alternative transportation information.
- 6. Don't assume that everyone has heard about your commuter benefits program.
- 7. Use tools that are fun and that the reader understands within seconds.
- 8. Use the personal approach it builds long-term and lasting relationships.
- 9. Have fun with your program to generate excitement!
- 10. Be persistent!



